



**Merit**  
Filter

**USA PHILIP MORRIS**

Year after year, Philip Morris outpaces the rest of the industry combined.

**Merit Surge Continues!**

- Sales up 24% in 1978
- Passed over 30 brands in record time
- Most successful new brand in more than 20 years
- Unprecedented consumer response — (Don't run out!)

LEO BURNETT U.S.A.  
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